MKt driven Product Development / Cig Tech (Paper Filter)

parallel gtry's

(1) Filter efficiency
(2) Resistance to draw
target a pressure drop (dilution delivery)

Richmond Orientations

Contact: Peter Martin x7712

Department: Filter Tech

Though could be w/o specific application

Overview

CAN (2) Feasibility work (to see how tech works)

(1) Cig Tech - Paper : Filter together

How (understanding) - Tech (pull in for future) innovative materials

- Product Requirements (service)

2-3 month deadline (standard filter)

- Small AS (Product designers)

(3) Product Development Time WHERE

Non-tobacco materials (can activity)

Frequent Interactions

Vendors

Japan - more Push (closer relationship w/ Product Develop.

Positioning on New Product Process Map

degradable filters - SSC, Mktg thru prod. develop)

Essential Information for "Brief"

a filter to do "such and such" - too tight time frames in this mkt driven product development

Merit - innovative

(use TOOL box)

Product Designers get briefs

Turnaround Times

Few months - Few years

Miscellaneous

Friday - Consultant Filtration Technology

WANT a way to get new filters forward (NOW - its informa)

What a new filter does (2) then FIND a HOME

2072581159

Source: https://www.industrydocuments.ucsf.edu/docs/slym0004